

MLO[®]

MEDICAL LABORATORY OBSERVER

The Peer-Reviewed Management Source for Lab Professionals since 1969



Analyzers
Anatomic Pathology
Automation/LEAN
Biomarkers
Blood Banking
Cancer
Chemistry
Coagulation
Diabetes
Drugs-of-Abuse Testing
Flu/Respiratory
HAI/MRSA
Hematology
Hepatitis
HIV
HPV
Infectious Disease
Lab Management
LIS
Mass Spectrometry
Microbiology
Molecular Diagnostics
Pathology
PCR
Pharmacogenomics
Pregnancy/Prenatal
Rapid Testing/POCT
Regulations
Salary Survey
Sepsis
Software
STIs
Urinalysis
Virology
Vitamin D Testing
Women's Health



2019 MEDIA SOLUTIONS

IN 1969, MLO-MEDICAL LABORATORY OBSERVER DEBUTED AS THE ORIGINAL CLINICAL LABORATORY MAGAZINE

Clinical lab decision-makers rely upon MLO for peer-reviewed editorial and new product information. MLO delivers a monthly magazine, digital edition, daily eNewsletters, website, the annual CLR buyers guide, and trade show marketing opportunities.

EDITORIAL COVERAGE

To contribute to the following, please email our editors: Lisa Moynihan at lmoynihan@mlo-online.com or Jannette Wider at jwider@mlo-online.com

- ▶ **ARTICLE CONTRIBUTIONS** The editorial calendar is on page 3. Email editor at least two months prior.
- ▶ **FREE PRODUCT FOCUS CONTRIBUTIONS** Monthly categories are located in the last column of the editorial calendar. Email editor at least two months prior.
- ▶ **PRESS RELEASES & NEW PRODUCTS** Email editor for possible inclusion in LABline, MLO's daily eNewsletter or monthly print magazine.

MULTIMEDIA ADDED-VALUE FOR PRINT ADVERTISERS

- ▶ **DIGITAL EDITION WITH FREE LINK** within your ad
- ▶ **FREE BONUS FOR FULL-PAGE ADS:**
 - AD COMPARISON STUDIES** Third-party Signet Research provides metrics and verbatims for February and September issues. Valued at \$4500 net.
 - CLINICAL SPOTLIGHTS** Receive additional print space in specific issues (see calendar). Submit 35 words, image, and URL. Valued at \$1,964 net.
 - DISCOUNTED eLIST RENTAL** Rent 3,000 emails, get 1,000 free in January and August. Valued at \$450 net.

QUALIFIED LEADS

- ▶ **LABline** and **ePRODUCT INSIDER** Two eNewsletter options, emailed up to 34,000 subscribers. (See pages 6-7).
- ▶ **CUSTOM CONTENT** Choose from multiple options, all generating leads. From webinars to whitepapers, to our exclusive Executive Brief, Industry Insight, Article Sponsorship, Digital eBook, Custom Podcast and Amplify, we have a program to fit your needs. (See pages 7-11).

ADDITIONAL REACH

- ▶ **BONUS PRINT DISTRIBUTION** at leading trade shows. See calendar.
- ▶ **MLO-ONLINE.com** Responsive media options include videos, wallpaper, leaderboards, and more. (See page 12).
- ▶ **CLR - Clinical Laboratory Reference** The annual print buyers guide is mailed in August and searchable at www.CLR-online.com (See page 4).
- ▶ **EMAIL AND POSTAL LIST RENTALS** Target lab professionals by job function, facility, and/or types of products purchased by renting from our audited database. (See page 13).

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USAF (retired) has 24 years of laboratory
experience managing both clinics and
hospital laboratories including over six years
of applied research

45,784 PRINT SUBSCRIBERS ¹

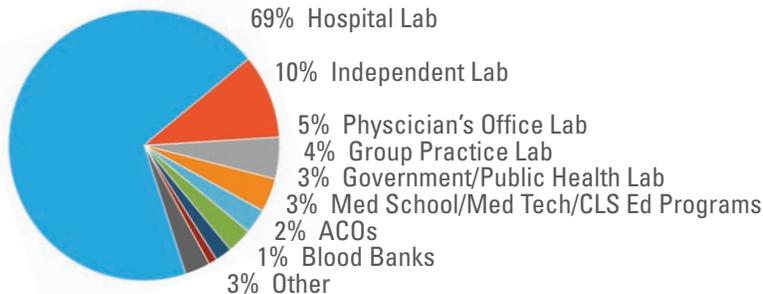
117,392 print readers with pass-along ²

DECISION MAKERS ¹

| | |
|-----|---|
| 43% | LAB DIRECTOR Lab Manager/Administrator/Supervisor/Section Manager/Dept. Head/POL Group Practice Manager/Administrator/MA/Nurse |
| 20% | Chief/Asst. Chief Medical Technologist/MLT/MLS |
| 17% | Pathologist/Physician |
| 11% | POCC/POCT Coordinator/Compliance/QA Coordinator/Manager/Educator/Dept. Chair/Faculty/Phlebotomist/Nurse/Other |
| 7% | Clinical Chemist/Microbiologist/Hematologist |
| 2% | Hospital Admin./Owner/Officer/Purchasing |
| >1% | LIS/EMR/EHR Manager |

65% of MLO subscribers are involved with their lab's purchasing process ²

DIAGNOSTIC LAB FACILITIES ¹



84% report their budgets for 2019 will be increasing or remaining the same ²

55% report that PRINT media is where they first discover products for their lab; 45% state electronic media ²

EXCLUSIVE READERSHIP²

| | |
|--------|--|
| 16,738 | MLO subscribers <i>do not read</i> CAP Today |
| 26,758 | MLO subscribers <i>do not read</i> Clinical Lab News |
| 29,946 | MLO subscribers <i>do not read</i> Clinical Lab Products |
| 35,297 | MLO subscribers <i>do not read</i> Lab Manager |
| 36,664 | MLO subscribers <i>do not read</i> Medical Lab Mgt. |

AD IMPACT

70%

are influenced by a company's ad in MLO... being more likely to inquire or consider the company during product evaluations ²

75%

have shared MLO articles or ads with their lab peers ²

LOYAL READERSHIP

88%

have received MLO for more than 3 years. 61% of respondents for 10 years or more...a highly engaged and experienced audience! ²

86%

read at least 3 out of 4 issues of MLO ²

42 minutes

is the average time spent with each issue of MLO ²

ONLINE INFLUENCE

46,386

average monthly users at www.MLO-online.com with 83,504 page views ⁴

34,995

subscribers are delivered the daily LABline eNewsletter ¹

9.5%

average daily open rate for LABline eNewsletter. 6.78% CTR ³

8%

average daily open rate for eProduct Insider. 9.38% CTR ³

CLR: ANNUAL BUYERS GUIDE

In print (August) and online all year

85%

access CLR in print or online ²

62%

save their print CLR issue for use in the year ²



SOURCE

- ¹ MLO VAC Statement, 9/18
- ² MLO Subscriber Profile Study, 9/18
- ³ Critical Impact, 1/18-9/18
- ⁴ Google Analytics, 7/18-3/19

| | CONTINUING EDUCATION | CLINICAL ISSUES | LAB MANAGEMENT | SPECIAL FEATURE | EDUCATION | QA/BEST PRACTICES | MOLECULAR DIAGNOSTICS | PRODUCT FOCUS | ADVERTISER BONUS & SHOW COVERAGE | |
|----------------------------------|---|---|---|---------------------------------|----------------------------|--|--|---------------------|--|--|
| JAN | Immuno-diagnostics | HbA1c | QA/QC | HIV Series | Cancer (Breast/Ovarian) | Urinalysis | Somatic Microchimerism – Origins, Impacts, and Detection | Vitamin D | eList Rental: rent 3,000 emails, get 1,000 free for full-page advertisers | |
| FEB | Blood Disorders | LIS | POCT | HIV Series | Molecular and Microbiology | Automation/Analyzers | PCR for Antibiotic Resistance Markers – Not the Whole Story | Microscopes | Semi-Annual Signet Ad Study HIMSS Feb 11-15 Orlando | |
| MAR Celebrate 50 YEARS | Sepsis | Infectious Diseases | Labs: Past, Present and Future | Hematology | Mass Spectrometry | Artificial Intelligence/ Test Efficiencies | Limits of Detection: What's the Probability Your Negative Sample is Actually Negative? | New Products | MLO's 50th Anniversary Promotion: buy a full page, get a full-page advertorial highlighting your company for 50% off | |
| APR | Diabetes | Reducing Lab Errors | Lab of the Year | Cancer | C. Difficile | Diversity/ Disability in the Lab | WGS vs WES: Why the Exome Isn't the Whole Story | Virology | CLMA Clinical Spotlight in print plus 60% of eProduct Insider for full-page advertisers CLMA Mar 31-Apr 3 Grapevine, TX | |
| MAY | Molecular Testing | Toxicology (Therapeutic & Drugs of Abuse) | Salary Survey | HPV/STIs | Software | Improving the Patient Experience | Long Term Persistence of Pathogen DNA | Specimen Collection | Clinical Spotlight in print: 35 words and image for full-page advertisers CVS May 5-8 Savannah | |
| JUN | Cardiac Biomarkers | Chemistry | Revenue Cycle Management/ Reimbursement | Polymerase Chain Reaction (PCR) | Hematology | Cleaning the Lab/ Detoxification | Quantitative Trait Loci – Uncovering Genes for a Continuously Variable Trait | Analyzers | Clinical Spotlight in print: 35 words and image for full-page advertisers ASCO May 31-Jun 4 Chicago APHL Jun 3-6 St. Louis ASM Jun 20-24 San Francisco | |
| JUL | Autoimmune/ Allergy | Liquid Biopsies | Pathology Processes | Vitamin D | Diabetes | Group B Strep | Warfarin: Lessons in Pharmacogenomics | Centrifuges | AACC Clinical Spotlight in print plus 60% off eProduct Insider for full-page advertisers AACC preshow issue | |
| AUG | CLR 2019-2020 ANNUAL BUYERS GUIDE print, online, trade shows | | | | | | CLR FULL PAGE AD BONUS: Free 5" listing in print | | | |
| AUG | Antimicrobial Resistance | Next Generation Sequencing (NGS) | Equal partners; "Elevate the Lab" | Automation | Developing QC Practices | Perception/ Retention in the Lab | Jumping Genes: Alu Elements in Human Disease | POCT | eList Rental: rent 3,000 emails, get 1,000 free for full-page advertisers. Promote AACC! AACC Aug 3-8 Anaheim | |
| SEP | Sepsis Flu/Respiratory | Controls/ Reagents | Utilization of Supplies and Equipment | The Cost of Poor Quality | Hemostasis | HPV | Getting to the End: Telomeres In Clinical Settings | Rapid Testing | Semi-Annual Signet Ad Study | |
| OCT | Blood Banking | Analyzers | Lab Safety | Microbiology | LIS/EHR | Immuno-histochemistry | Histone Acetylation: An Emerging Target | Hematology | Clinical Spotlight in print: 35 words and image for full-page advertisers AABB Oct 19-22 San Antonio | |
| NOV | Endocrinology | Assays & MDx Assays | The Inspection Ready Lab | Flu/Respiratory | POCT | Flow Cytometry | Reverse Transcriptase Inhibitors: NRTIs vs. NNRTIs | Diabetes | AMP/MEDICA Clinical Spotlight in print plus 60% of eProduct Insider for full-page advertisers AMP Nov 7-9 Baltimore MEDICA Nov 18-21 Dusseldorf | |
| DEC | Automation | C. Diff | Data Management | STIs | Women's Health & Cancer | Biomarkers | What's With Hot Start? A Tale of Mispriming | LIS | Clinical Spotlight in print: 35 words and image for full-page advertisers | |

AD CLOSE: 1st of month prior to issue. Materials due 1 week later. EDITORIAL CLOSE: 2 months prior to issue. FREE Print Product Focus: 75 words and image, 2 months prior.

CLR

THE MOST COMPREHENSIVE
BUYERS GUIDE IN PRINT AND
ONLINE WITH MORE THAN
4,900 TESTS, EQUIPMENT,
PRODUCTS, AND SERVICES FOR
THE LAB

RESERVE NOW!



WWW.CLR-ONLINE.COM



CLR - CLINICAL LABORATORY REFERENCE

List your company, products, and services in CLR, MLO's annual reference and buyers guide published in August in print and online for a full year.

Your listing in CLR reaches thousands of MLO and CLR web visitors... plus all MLO magazine subscribers...plus conference attendees throughout the year.

YOUR COMPANY LISTING INCLUDES:

- ▶ Web listing of your color logo, 100 words, your contact information, and list of products...cross-referenced and searchable three ways for one year by:
 1. Company
 2. Test
 3. Equipment, Products, Services
- ▶ CLR print edition, mailed to 45,000 MLO subscribers in August.
- ▶ The CLR digital edition is emailed to 34,000 MLO subscribers and remains online all year at both www.mlo-online.com and www.clr-online.com.

NEW ADVERTISERS: Sign up for a new username and password here: <https://www.clr-online.com/Admin/NewUser.aspx>

PREVIOUS ADVERTISERS: If you don't have your username and password, please ask your Sales Contact to email them so you can make changes directly online to your previous listing.

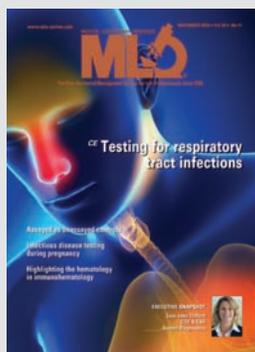
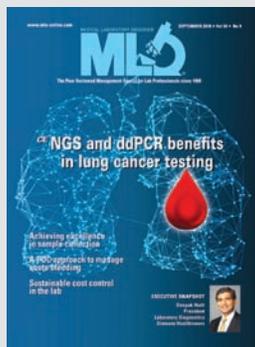
CLR listings are purchased for print, by the inch. A print listing is published by COMPANY in alphabetical order, with up to 50 free cross-references in the CLR Index by CATEGORY. (Choose from 4,900 Index Categories of tests, equipment, products and services). The same information is then published online for one year, searchable three ways.

LISTING RATES:

Standard print size (1 column x 5" deep listing): \$1,115 net
Listing includes color logo, contact information, 100 words, and up to 50 FREE Index category references.

Additional inches: \$195 (30-35 words per inch and 10 FREE Index category references per inch purchased).

Full page CLR advertisers receive a FREE 5" listing.



**LOWER
PRINT
CPM** (cost per
thousand rate)
**THAN MOST
OTHER
CLINICAL
LAB
MAGAZINES:
\$125.39¹**

¹Single page, B/W gross rate

MAGAZINE PRINT RATES

B/W GROSS RATES - RUN OF BOOK (15% agency discount available)

| SIZE | 1x | 3x | 6x | 9x | 12x | 18x | 24x | 36x |
|---------|----------|----------|----------|----------|---------|---------|---------|---------|
| Full | \$ 5,685 | \$ 5,561 | \$ 5,440 | \$ 5,312 | \$5,090 | \$4,942 | \$4,818 | \$4,717 |
| 2/3 | \$ 4,323 | \$ 4,223 | \$ 4,115 | \$ 3,997 | \$3,875 | \$3,726 | \$3,582 | \$3,537 |
| 1/2 Isl | \$ 3,953 | \$ 3,880 | \$ 3,774 | \$ 3,679 | \$3,599 | \$3,519 | \$3,458 | \$3,412 |
| 1/2 | \$ 3,147 | \$ 3,086 | \$ 3,002 | \$ 2,914 | \$2,840 | \$2,734 | \$2,684 | \$2,648 |
| 1/3 | \$ 2,413 | \$ 2,344 | \$ 2,289 | \$ 2,237 | \$2,189 | \$2,135 | \$2,103 | \$2,082 |
| 1/4 | \$ 1,850 | \$ 1,812 | \$ 1,760 | \$ 1,707 | \$1,679 | \$1,639 | \$1,608 | \$1,584 |
| 1/6 | \$ 1,532 | \$ 1,486 | \$ 1,441 | \$ 1,398 | \$1,363 | \$1,315 | \$1,276 | \$1,244 |
| 1/8 | \$ 1,160 | \$ 1,125 | \$ 1,091 | \$ 1,058 | \$1,032 | \$ 996 | \$ 966 | \$ 942 |
| Spread | \$11,124 | \$10,790 | \$10,467 | \$10,153 | \$9,848 | \$9,553 | \$9,266 | \$8,988 |

| COLOR | AD | SPREAD | COLOR | AD | SPREAD |
|------------------|-------|---------|----------------|---------|---------|
| 2 Color-standard | \$615 | \$1,135 | 3 or 4 Process | \$1,150 | \$2,000 |
| 2 Color-PMS | \$915 | \$1,525 | Metallics | \$1,200 | \$1,970 |

All rates above are based on payments by check, ACH, or wireless transfer. Check with your MLO sales rep for rates with other forms of payment.

COVERS & SPECIAL POSITIONS

- ▶ Inside Front Cover: add 20% to full-page frequency discount
- ▶ Inside Back Cover: add 15% to full-page frequency discount
- ▶ Back Cover: add 25% to full-page frequency discount
- ▶ Guaranteed Positions: add 10%

CLOSING DATES & FREQUENCY DISCOUNTS

- ▶ Published monthly.
- ▶ Closing the 1st of the month prior to publication. Materials due one week later.
- ▶ Cancellations are not accepted after the closing date.
- ▶ MLO's Publisher reserves the right to select position.
- ▶ Guaranteed positions are non-cancellable. Preferred positions may be requested, non-guaranteed, and subject to production limitations.
- ▶ Inserts are accepted as supplied or as Publisher-printed.

BONUS: All print advertisers receive free link to their website on our monthly "It's on the way" newsletter announcing the new issue.

PRODUCTION SPECS: helpcenter.endeavorb2b.com

PRINT CLASSIFIEDS

| Print Prices (gross) No bleed. | B/W | 4/C |
|--------------------------------|---------|---------|
| 1/8 3.25 x 2.5 | \$ 940 | \$1,593 |
| 1/6 2.125 x 4.7 | \$1,241 | \$1,894 |
| 1/4 V 3.25 x 4.75 | \$1,499 | \$2,152 |
| 1/4 H 7 x 2.5 | \$1,499 | \$2,152 |
| 1/3 V 2.125 x 9.75 | \$1,954 | \$2,607 |
| 1/3 Square 4.5 x 4.75 | \$1,954 | \$2,607 |
| 1/2 H 6.75 x 4.75 | \$2,435 | \$3,088 |
| 1/2 V 3.25 x 9.75 | \$2,435 | \$3,088 |
| Full Page 7 x 10 | \$4,710 | \$5,052 |

WEB CLASSIFIEDS

\$380 net per web ad which includes up to 100 words. Additional words are \$.35 each. Online ads will appear online at www.mlo-online.com for one month. All classified ads must be prepaid. No agency commission or cash discount. Frequency rates are available for print ads only. Contact Carol Vovcsko: 941-321-2873 cvoovcsko@mlo-online.com.

Example only. MLO positions change weekly.

LABline
DAILY NEWS UPDATE

TABLE OF CONTENTS
May 8, 2017

BANNER AD 580 x 75 px

- ▶ **MN sees largest outbreak of measles in almost 30 years**
- ▶ **Changes to intestinal bacteria as a result of physiological stress**
- ▶ **HOT CLIPS: Diabetes – Top Picks**

BOX AD
280 x 175 px

BOX AD
280 x 175 px

MN sees largest outbreak of measles in almost 30 years

Health officials are grappling with the largest outbreak of measles in Minnesota in almost 30 years, which is mainly sickening young children of Somali immigrants who fell under the sway of anti-vaccination activists.

The state has reported 44 confirmed cases of measles since April 11, and the outbreak is the largest this year in the U.S., which had essentially eradicated the disease in 2000 before discredited research stoked fears of a link between vaccines and autism.

Health officials would consider it contained after 42 days without a new case. The incubation period for measles infection is about 21 days.

Visit NY Times for the article ▶
Return to the table of contents ▶

BANNER AD 580 x 75 px

Lab professionals turn to MLO for unbiased answers, with more than 49 years of excellence in peer-reviewed editorial.

- ▶ [MLO Digital Edition](#)
- ▶ [MLO Website](#)
- ▶ [Subscribe to MLO Magazine](#)
- ▶ [CLR – Annual Buyers Guide](#)

NATIVE TEXT AD

The Anoxomat: The best anaerobic conditions for lab managers

The Advanced™ Anoxomat® System's new Ergonomic Jar is lightweight yet durable, stackable and easily fits inside incubators. Anoxomat is the smart choice for laboratories looking to improve workflow, increase productivity and savings. For more information, download the whitepaper ▶ [Sponsor](#)

TEXT AD IMAGE 150 X150

Discover OsmoPRO: The latest Osmometry innovation

Introducing OsmoPRO the newest addition to the Advanced Instruments family of freezing point osmometers. Designed specifically to meet the workflow demands of today's busy laboratory, OsmoPRO provides rapid, accurate osmolality results with ease and efficiency.

Learn more ▶ [Sponsor](#)

Changes to intestinal bacteria as a result of physiological stress

A new study finds that long periods of physiological stress can change the composition of microorganisms residing in the intestines (intestinal microbiota), which could increase health risks in endurance athletes and military personnel. The study is the first to study the response of the intestinal microbiota during military training.

Intestinal microbiota appear to be one influencing factor in the gut's response to physical stress.

Visit Newswise for the article ▶
Return to the table of contents ▶

HOT CLIPS: Diabetes – Top Picks

SPONSORED BY

LOGO

Click on the highlighted links below to discover the top MLO archival properties concerning Diabetes, a topic that is now at the forefront of healthcare discussions.

Understanding diabetes testing: Where are we, and wh

[Insulin, insulin antibodies and insulin autoantibodies](#)

[Complications resulting from uncontrolled diabetes](#)

[Return to the table of contents](#)

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eNEWSLETTER WITH LEADS

LABline eNewsletter is delivered daily Monday-Friday
Average Daily Sent: 34,955 opt-in subscribers (VAC Statement, Sep 2018)
Advertisers receive a monthly report with full-contact information of those who click on their ad.

LABline with Leads

Breaking news and product ads that generate actionable leads.

- ▶ Guaranteed position, add 10%
- ▶ Combine ad buys for frequency discounts
- ▶ Frequency advertisers may update monthly
- ▶ Materials due by 20th of the prior month

Monthly Gross Rates **15% agency discount available**

| | 1 week | 1 mo | 3 mo | 6 mo | 12 mo |
|---|---------|---------|---------|---------|---------|
| TEXT AD 2-6 word headline max. 35 words 150x150 px Image (jpg, gif, or png) URL | \$1,275 | \$4,144 | \$3,506 | \$3,315 | \$2,590 |
| NATIVE TEXT AD 2-6 word headline max. 35 words URL | \$1,218 | \$3,959 | \$3,453 | \$3,167 | \$2,474 |
| BANNER AD 580x75 px | \$1,320 | \$4,288 | \$3,574 | \$3,430 | \$2,680 |
| BOX AD 280x175 px | \$1,325 | \$4,214 | \$3,644 | \$3,371 | \$2,678 |

"HOT CLIPS" SPONSORSHIP WITH LEADS

A collection of articles focused on one topic each month.
Includes "Sponsored by" link with your logo, headline, and 10 words for LABline. A 300x50 banner for the home page on our website.

- ▶ \$2,000 gross/month for LABline Hot Clips
- ▶ \$2,000 gross/month for Website Hot Clips
- ▶ \$3,000 gross/month for both

| | |
|---------------------|-----------------------|
| JAN: Women's Health | JUL: Blood Banking |
| FEB: HIV/Hepatitis | AUG: Pathology/AP |
| MAR: Diabetes | SEP: QC/QA |
| APR: LIS/Software | OCT: Sponsor's Choice |
| MAY: HAI/Sepsis | NOV: Flu/Respiratory |
| JUN: MDx | DEC: Cancer |

PRODUCTION SPECS: helpcenter.endeavorb2b.com

ePRODUCT INSIDER WITH LEADS

- ▶ Features product ads only
- ▶ Sent twice per month to 34,000+ subscribers
- ▶ Generates monthly full-contact lead report
- ▶ Includes jpeg, gif, or png image (send 300x300 - 72 dpi, up to 6 word headline, 35 words, and URL)
- ▶ Top position - add 15%
- ▶ Combine ad buys for frequency discounts
- ▶ Materials due by 20th of the prior month

Monthly Gross Rates **15% agency discount available**

| | 1 month | 3 months | 6 months | 12 months |
|------------------|---------|----------|----------|-----------|
| ePRODUCT INSIDER | \$1,979 | \$1,814 | \$1,705 | \$1,584 |

CLMA and AACC: Discount for print advertisers in the MLO April or August show issues.

Full-page print receives eProduct Insider \$792 gross
Fractional print receives eProduct Insider \$1,000 gross

amplify TURNING PROSPECTS INTO PURCHASERS PLUS LEADS

PHASE ONE

MLO subscribers are presented with a common industry problem via a custom content email and a linked Web page.

PHASE TWO

Only subscribers who engage in #1 are sent the next custom article outlining possible solutions.

PHASE THREE

Those who engaged with #2 are sent the final custom article describing the Sponsor's solution along with testimonials.

All leads are sent to Sponsor with the final leads representing the highest quality of audience ready to purchase.

PRODUCTION SPECS: helpcenter.endeavorb2b.com

5 YEARS 2019
ePRODUCT INSIDER

MedicsPremier or MedicsRCM for billing, PAMA reports and more!

GET EVERY DOLLAR FOR EVERY TEST!

MedicsPremier as a comprehensive system either cloud-based or on your server, or MedicsRCM if revenue cycle management is preferred. Nearly 99% success rate on 1st attempt clearinghouse claims. In/out of network. Payer-based authorization alerts. PAMA/KPIS/reports. Sales rep reporting. LIS integrations.

Request your sample today. ▶

Puritan flocked swabs & transport systems

Puritan's HydraFlock® and PurFlock Ultra® patented flocked swabs — made with tiny, multi-length fibers for superior collection and elution — are the ultimate in specimen collection. And, transport your sample with our full selection of transport systems.

Request your sample today. ▶

VISIT US AT CVS - BOOTH #727

REAL PHOTO. REAL STUDENT. REAL CONFIDENCE.

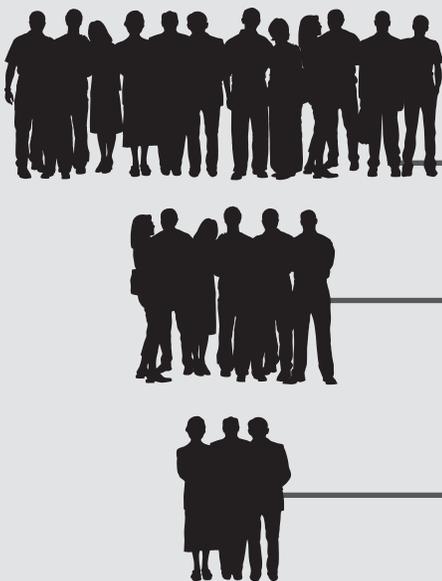
Continuing education courses for laboratorians

Whether you take one course or work toward a graduate degree or Certificate Program, we can meet your needs! Click here to watch our video!

Request your sample today. ▶

Medical Laboratory Observer

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2477 Stickney Point Rd, Suite 221B | Sarasota, FL 34231



WEBINARS WITH LEADS

Increase interest in your service while we build attendance and manage all details of the event.

TURNKEY WEBINAR

- ▶ A dedicated editor works with you on the selection of topic, timeline, targeted audience, and recruitment of expert speakers
- ▶ A dedicated manager works with the MLO editor to facilitate PowerPoint slides, the final script, optional poll, marketing invites to our audience, rehearsals, execution of the live event, and lead reports
- ▶ Post event the asset is hosted by MLO with a gated, dedicated web page and promotional ads encouraging lead gen
- ▶ 150 quality leads report
- ▶ Unlimited royalty-free license of the final asset

CUSTOM SPONSORED WEBINAR

Already have content and speakers but need it produced and executed?

- ▶ Provide us with the script, speakers, and PowerPoint slides and we'll provide our editor to moderate the event
- ▶ A dedicated manager works with the MLO editor to facilitate PowerPoint slides, the final script, marketing invites to our audience, rehearsals, execution of the live event, and lead reporting
- ▶ Post event asset hosting by MLO, with a gated, dedicated web page and promotional ads encouraging lead gen
- ▶ 100 quality leads report

PROVIDER SPOTLIGHT WEBINAR

- ▶ Already have a completed webinar but need a new audience to share it with? We'll set up the timing and marketing strategy to get you the leads you need

WHITEPAPERS WITH LEADS

Take your position as a dedicated problem-solver in the lab industry while receiving qualified leads from our audience.

CUSTOM WHITEPAPER

- ▶ We supply a dedicated editor for a vendor-neutral 6-7 page paper with approximately 2,500 words
- ▶ Collaborate with us on the project's goals, topic, timeline, and up to 3 industry experts for our editor to interview
- ▶ Your logo is included on each final page. We host the asset online with a dedicated gated web page and use promotional ads to encourage lead gen
- ▶ You'll receive a report with 100 quality leads and unlimited royalty-free license of the final asset

SPONSORED WHITEPAPER

Already have a white paper, but need a qualified audience for awareness and leads?

- ▶ We'll promote your asset via email and a gated web page to capture valuable leads for your sales team



EXECUTIVE BRIEF WITH LEADS

Custom staff-written Q&A article with up to three industry leaders on the topic of your choice. Published in print and on the web and promoted by email, with leads.

SPONSOR RECEIVES

- ▶ Involvement in project goals, timeline, selection of questions, and editing of an article with up to 2,500 words
- ▶ Dedicated MLO editor throughout the project for ease of collaboration
- ▶ Logo on each spread of the article in both print and the digital edition
- ▶ "About the sponsor" company description and logo on a dedicated MLO email introducing the article
- ▶ Wallpaper ad surrounding the full article on a dedicated web page for 90 days
- ▶ 970x90 ad and an "About the sponsor" company description with logo on a dedicated MLO web page containing the full article for 90 days
- ▶ Gated access on our website and promotional ads designed by MLO for our website and eNewsletter
- ▶ 100 full-contact lead report
- ▶ Unlimited royalty-free license of the final asset



- ▶ PRINT
- ▶ EMAIL
- ▶ WEB



INDUSTRY INSIGHT WITH LEADS

Exclusive sponsorship of an upcoming MLO article published in print and online and promoted by email... with leads.

SPONSOR RECEIVES

- ▶ Sole sponsorship of a key feature article of your choice scheduled for an upcoming issue
- ▶ Logo on each spread of the article in print and digital edition
- ▶ "About the sponsor" company description and logo on a dedicated MLO email introducing the article
- ▶ Wallpaper ad surrounding the full article on a dedicated web page for 90 days
- ▶ 970x90 ad and an "About the sponsor" company description with logo on a dedicated MLO web page containing the full article for 90 days
- ▶ Gated access on our website and promotional ads designed by MLO for our website and eNewsletter
- ▶ 100 full-contact lead report

ARTICLE SPONSORSHIP WITH LEADS

A current or past MLO article selected by you for exclusive sponsorship online, with leads.

SPONSOR RECEIVES

- ▶ "About the sponsor" company description and logo on a dedicated MLO email introducing the article to selected 5,000 names
- ▶ 970x90 ad and an "About the sponsor" company description with logo on a dedicated MLO web page containing the full article for 90 days
- ▶ Gated access on our website and promotional ads designed by MLO for our website and eNewsletter
- ▶ Full-contact leads report



DIGITAL eBook WITH LEADS

A collection of 4 articles on one topic, two custom written by our editors and two from you.

If you do not have articles, two will be selected from our content library.

SPONSOR RECEIVES

- ▶ Logo on each spread of the eBook
- ▶ Two full page ads within the eBook
- ▶ An "About the sponsor" section for your company description on the dedicated email introducing the eBook
- ▶ Your logo and "About the sponsor" on gated registration page on the MLO website
- ▶ 100 quality leads

CUSTOM PODCAST WITH LEADS

A recorded MP3 interview with your senior executive on the topic of your choice, shared onsite with leads.

SPONSOR RECEIVES

- ▶ "About the sponsor" company description and logo on a dedicated email introducing the podcast to select number of names
- ▶ 300x250 web ad linked to the podcast for 60 days
- ▶ Guaranteed select number of leads

SHOW CONNECT

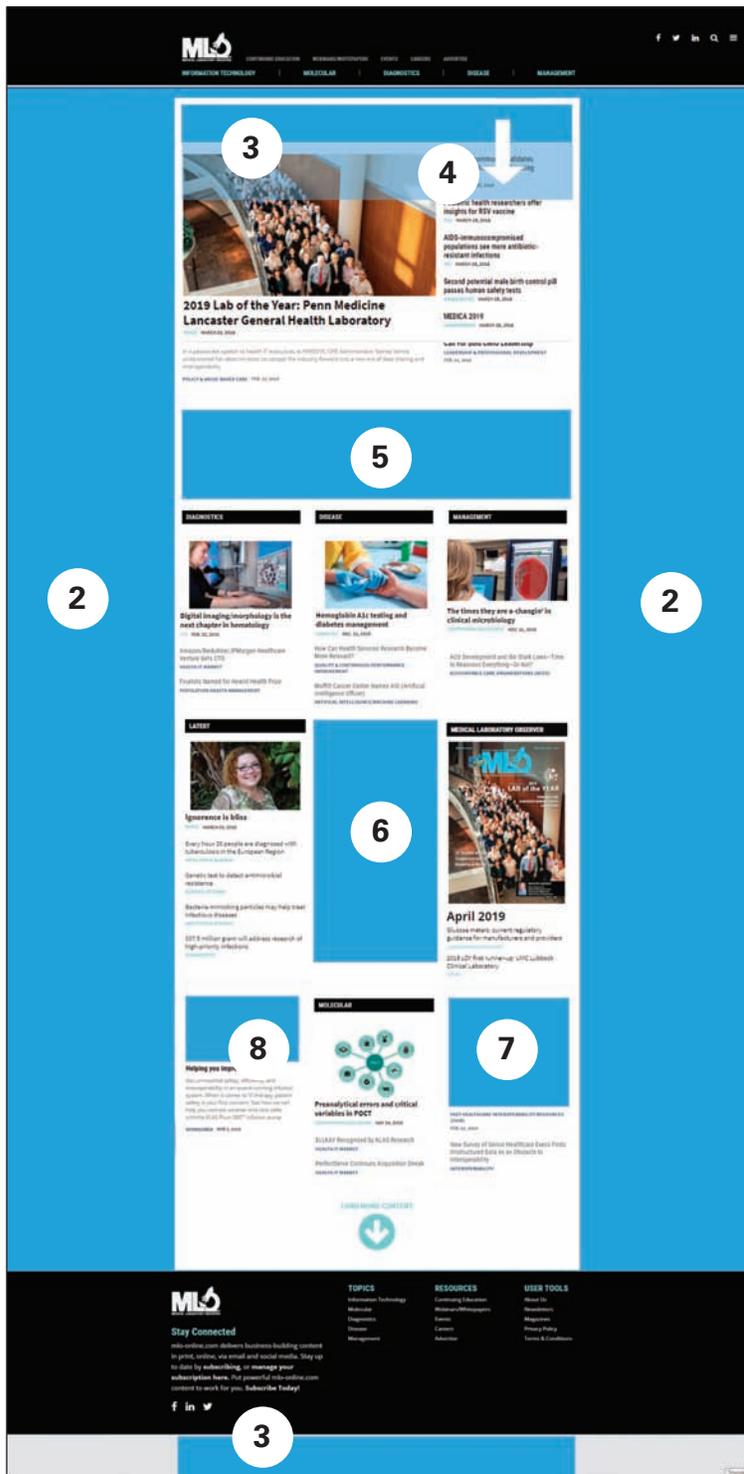
Your ad targets and displays attendee's digital devices while they attend major show events.

MicroProximity identifies all devices within a specific geo radius and serves your ad to multiple websites when the user's online apps are opened that have geo location turned on at the time, such as Weather.com, CNN, ESPN.

SPONSOR RECEIVES

- ▶ Ability to reach event attendees in real-time at the show venue, hotels, and restaurants within the show's proximity to promote your booth
- ▶ Three ad sizes deliver your message no matter which device the users utilize
- ▶ Full report is generated that includes impressions, clicks, CTR, and time/day breakdown by ad size





MLO-ONLINE.COM

As the number of laboratory vendors continues to expand, gaining brand awareness and engagement is critical. Our new website offers a monthly audience of 54,822* users and growing, as we expand within the marketplace.

Gain maximum exposure with large intuitive ads, able to resize from desktop, to tablet, to mobile. Advertisers are encouraged to submit multiple sizes of ads to take advantage of maximum impressions. Ads re-position automatically on refresh depending on number of impressions and length of campaign purchased.

Opportunities include run-of-site (ROS) or channel-specific pages. Digital programs are customized to your spend levels – talk to your sales rep for your CPM or flat rate program. Discounts are available for multiple insertions.

CHANNELS INCLUDE: Information Technology, Molecular, Diagnostics, Disease, Management

- 1 WELCOME MAT - 550x480
- 2 WALLPAPER - 1658x1058 branding image and 300x250 transparent companion, 728x90 tablet, 300x50 mobile
- 3 LEADERBOARD PACKAGE - 970x90 desktop, 728x90 tablet, 300x50 mobile
Two positions: top and footer - also available separately
- 4 LEADERBOARD PUSH-DOWN PACKAGE - Top position only. 970x90 to 970x415 desktop, 728x90 to 728x315 tablet, 300x50 to 300x250 mobile
- 5 BILLBOARD PACKAGE - Top position only. 970x250 desktop, 728x90 tablet, 300x50 mobile
- 6 HALF PAGE - 300x600
- 7 MEDIUM RECTANGLE | VIDEO AD - 300x250
- 8 POV (Native X) - Your 16:9 ratio image, headline, 40-255 characters (2 sets of creative for one month)

A HIGHLY ENGAGED & QUALIFIED WEB AUDIENCE ¹

| | |
|----------------------------|--------|
| AVERAGE MONTHLY PAGE VIEWS | 83,504 |
| AVERAGE TIME ON PAGE | 2:40 |
| AVERAGE MONTHLY USERS | 46,386 |

¹ Google Analytics Jul 2018-Feb 2019

RETARGETING



► CUSTOM RESEARCH

What do you need to know? Our audience can answer your questions with a custom research program designed to meet your goals.

► EMAIL AND POSTAL LIST RENTALS

Target the highest quality of lab professionals to receive your own message via email or snail mail. Choose names by job function, facility, and/or types of products purchased from our audited database.
Email \$450/M net Postal \$200/M net
Plus \$15-\$25/M for selects

► INDUSTRY BLOG

A 10 week program that shares your blogs on the topic of your choice with our entire digital audience. Send us five blog postings...one every two weeks with your logo and we'll display it on our website and promote in our daily newsletter for 10 weeks.

► SPONSORED POV (NATIVE X)

Seamless placement of your image and text alongside our Web content provides full access to our engaged audience. Ads are run-of-site with the ability to run two sets of creative so your message stays fresh.

► SOCIAL MEDIA RETARGETING

About three-quarters of Facebook users and around six-in-ten Instagram users visit these sites at least once a day. (Pew Research, Jan 2018)

Extend the reach of your MLO web ad by targeting our audience as they browse their Facebook and Instagram feeds.

On average, Facebook/Instagram extension ads receive higher click-through rates since your ad is focused to a qualified audience. One ad size fits both platforms and serves on Facebook's newsfeed, right rail, and on both mobile apps.

► FEATURED JOB LISTING

Put your employment needs in front of our extensive MLO Web audience to reach the highest quality pool of lab professionals looking for new positions.

► SOCIAL MEDIA PACKAGE (Metrics June 2019)

Facebook: 3,625 followers
Twitter: 16,300 followers
LinkedIn: 4,340 members



Send your message to our audience on MLO's LinkedIn, Facebook, and Twitter pages. 280 characters, one link.
1x per month: \$1,500 gross
4x per month (same content): \$3,000 gross

ENDEAVOR BUSINESS MEDIA STANDARD ADVERTISER TERMS AND CONDITIONS

These advertising terms shall apply to all print and digital advertisements (“Advertisements”) that are submitted to Endeavor Business Media, LLC and its Affiliates, including, but not limited to Endeavor Healthcare Media I, LLC and Endeavor Healthcare Media II, LLC (collectively “Endeavor”), and which Endeavor accepts for publication. For the purposes of these Terms & Conditions, “Magazine” shall refer to Medical Laboratory Observer, whether print or digital versions. Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of these terms and conditions, as may be revised by Publisher from time to time. No terms or conditions in any insertion orders, oral instructions, reservation orders, blanket contracts, instructions or documents that conflict with or alter these terms and conditions will be binding on Publisher, unless authorized in writing by a senior executive of Publisher. For purposes of these terms, “Advertiser” means the ultimate customer whose products or services are advertised in the Advertisement as well as any agent, broker, or other intermediary submitting an Advertisement (sometimes referred to separately as “Agency”). For the avoidance of doubt, Advertiser and its Agency, if any, shall be jointly and severally liable to Endeavor for any obligation, including payment, arising under these terms. All advertising and copy is subject to Publisher’s approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time for any reason. These Terms and Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from Publisher, except as specified in a signed contract.

PRINT: Print quality standards are based on SWOP standards and regulations. The Publisher reserves the right to select ad location unless the Advertiser pays for and specifies a special position. Publisher may insert the word “ADVERTISEMENT” or “SPONSORED CONTENT” in any ad that simulates or resembles editorial matter. Advertising requiring additional preparation must be submitted with the insertion order at least one week prior to materials due date. Changes submitted past the due date cannot be guaranteed and are subject to additional charges. Contracts may be canceled by the Advertiser or the Publisher only with advance written notice prior to the closing date of the relevant issue. Cancellations must be in writing and are not considered accepted until confirmed in writing by Publisher. Cancellation or changes in orders may not be made by the Advertiser or the Agency after the closing date of the Publication. Should the Advertiser fail to fulfill the contract terms of frequency rates agreed upon, the Publisher may bill the Advertiser for the difference between the rate paid on previous ads and the rate earned (short rate). Publisher also may bill Advertiser for the value of merchandising credits utilized, but not earned due to the failure to fulfill the contract.

DIGITAL: Digital Products include but are not limited to Website Ads, Custom Digital Content, Whitepapers, e-Newsletter ads, and Webinars. Advertiser acknowledges and agrees that Publisher is the sole owner of any copyright in all ads (including artwork) prepared by the employees or agents of Publisher on behalf of the Advertiser and neither the Advertiser nor any other party is entitled to publish, reproduce or otherwise enjoy the rights in such ads or artwork without prior written permission. All Digital Products are subject to Publisher’s final approval. Advertisements posted on websites may be consecutively and positionally rotated with other ads, unless the Advertiser pays for and specifies a special position. Advertiser’s or its Agency’s digital signature or email approval on the sample of the ad constitutes Advertiser’s financial acceptance of the ad and/or Digital Product and suitability for publication. Full payment must be received by Publisher, along with an executed copy of this Agreement, prior to publishing the Digital Product. Digital products are sold as fl at rate only. Publisher makes no representation or warranty, express or implied, as to the efficacy, viewability, or suitability of any Digital Product published/posted by or on behalf of the Advertiser, nor to the effectiveness, or outcome of, or response to such Digital Product, and the Advertiser’s liability to pay the fee in full and without deduction shall not be dependent in any way upon such efficacy, outcome of or response to the Digital Product.

CONFIDENTIALITY: Advertiser agrees that all pricing information is confidential. Advertiser further agrees that all the information contained in the leads shall remain confidential and shall not be disclosed or made available for use by any third party through any means including, but not limited to, sale, rental or transfer. In the event of a breach of this confidentiality provision by Advertiser or Agency, Publisher shall be entitled to seek injunctions, both preliminary and final, without bond or security, and such remedies shall be in addition to any other remedies available, including, but not limited to, a claim for damages.

DEADLINES: If materials (including but not limited to copy, artwork, and ad approval) are not received by the due date, Publisher is authorized to substitute available materials or previously run materials in its place or delete the space and charge the Advertiser for the full cost for the space.

PAYMENT: Advertiser agrees to pay the charges specified in the Media Kit for advertising published at their direction. In the event Advertiser default in payment of bills, the Advertiser and Agency, if any, will be jointly liable for all fees and sums of collection, including but not limited to, reasonable attorney’s fees and court costs incurred by the Publisher in the collection of said bills. Amounts due under this agreement not received from Agency within Publisher’s payment terms may be rebilled directly to the Advertiser. This Agreement may not be canceled or terminated by the Advertiser and/or Agency for any reason after the order has been fulfilled. The net amount due is non-refundable. If a credit card is used for payment, Advertiser/Agency agrees that Publisher may charge the amount due to the credit card provided. An Agency commission of fifteen percent (15%) is given to Publisher-recognized agencies if payment is made within the Publisher’s payment terms for invoices paid within 30 days. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by Advertiser on ad space charges may not be applied to production charges. All past-due account balances shall be subject to a one and one-half percent (1.5%) monthly finance charge so long as the amount is outstanding and all invoices past terms shall be subject to a twenty percent (20%) late fee. Unpaid invoices past 60 days are subject to commission forfeiture.

PAYMENT IS NET 30 DAYS. AUTHORITY AND INDEMNITY: Advertiser and Agency, if any, warrants: (a) that it has full power and authority to enter into this Agreement on behalf of Advertiser; (b) that Advertiser has been made aware of and has agreed to its joint and liability hereunder; and (c) that nothing in this Agreement shall be construed to establish a principal-agent relationship between Publisher and Agency. Advertiser assumes sole and full responsibility for the materials provided and content of any Advertisement and shall indemnify Publisher and hold Publisher harmless, including reimbursement of costs and reasonable attorney’s expenses, for any claims arising against Publisher including, but not limited to, claims for defamation, libel, rights of privacy, unfair competition, trademark and copyright infringement, that material or advertisement is or is likely to be misleading, deceptive or in violation of any applicable law, regulation, rule, ordinance, order or guideline.

ASSIGNMENT: Publisher may assign any of its rights or obligations under the Agreement to any third party at any time without notice to the Advertiser. Advertiser may not assign any of its obligations hereunder without prior written approval of Publisher. Advertiser must notify Publisher in writing within 7 days of any change of ownership of the Advertiser and fully indemnifies Publisher against any loss or damage suffered by Publisher as a result of such change. The Agreement shall not be amended or any waiver of any term granted except by a document in writing signed by all parties’ authorized representative.

ENFORCEMENT: Every dispute concerning the interpretation, effect, or breach of this Agreement shall be governed in accordance with the laws of the State of Florida without giving effect to any choice or conflict of law provision or rule and the parties agree to resolve every dispute related to Advertiser and Publisher’s relationship in a competent court located in Sarasota County, Florida. If Publisher is forced to take legal action to enforce or interpret the provisions of this Agreement, including collection of payments due, all costs, including but not limited to, collection fees, reasonable attorneys’ fees, travel expenses, court costs, and any post-judgment collection fees shall be the sole responsibility of Advertiser.

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